

1 **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

2 Serial No.
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 4 Confirmation No.
 5 Inventorship Danker
 6 Applicant Microsoft Corporation
 7 Group Art Unit
 8 Examiner
 9 Attorney's Docket No. MS1-1879US
 10 Title: Targeted Advertising in Conjunction with On-Demand Media Content

11 **INFORMATION DISCLOSURE STATEMENT**

12 *References -- See Attached Form PTO-1449*

13 **REMARKS**

14 The citations listed, copies attached, are submitted in compliance with the
 15 duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make
 16 these citations of official record in this application.

17 Respectfully Submitted,

18 Date: 3/24/04

19 By: Kayla D. Brant
 20 Kayla D. Brant
 21 Reg. No. 46,576

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